

ORDER



Orders
Order / Rev: 53166
Alt Order #:
Product Desc: ESTIMATE 11757
Estimate: 11757
Flight Dates: 09/10/12 - 09/16/12
Original Date / Rev: 08/29/12 / 08/31/12
Order Type: CIA - O

KTVX-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	52	\$12,695.00	\$10,790.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	52	\$12,695.00	\$10,790.75	0.00
Totals	52	\$12,695.00	\$10,790.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	09/10/12	09/14/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	11111--	:30	5	\$135.00	P-1	0.00	NM	5	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	11111--		5			\$135.00		0.00				
E 2	KTVX	09/10/12	09/14/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	11111--	:30	5	\$135.00	P-1	0.00	NM	5	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	11111--		5			\$135.00		0.00				
E 3	KTVX	09/11/12	09/11/12	Good Morning America GMA 7a-9a	CM	7a-9a	-1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-1-----		1			\$300.00		0.00				
E 4	KTVX	09/13/12	09/13/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	---T---	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---T---		1			\$125.00		0.00				
E 5	KTVX	09/10/12	09/14/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	11111--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	11111--		5			\$300.00		0.00				
E 6	KTVX	09/10/12	09/14/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	11112--	:30	6	\$165.00	P-3	0.00	NM	6	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	11112--		6			\$165.00		0.00				

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 Flight Dates: 09/10/12 - 09/16/12

Advertiser: Matheson for Congress 2012
 Product Desc: ESTIMATE 11757
 Estimate: 11757

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KTVX	09/10/12	09/14/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	11211--	:30	6	\$165.00	P-3	0.00	NM	6	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	11211--		6				\$165.00		0.00			
E 8	KTVX	09/10/12	09/14/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	12111--	:30	6	\$165.00	P-3	0.00	NM	6	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	12111--		6				\$165.00		0.00			
E 9	KTVX	09/10/12	09/14/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	11111--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	11111--		5				\$325.00		0.00			
E 11	KTVX	09/10/12	09/14/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10p-1036p	11121--	:30	6	\$550.00	P-2	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	11121--		6				\$550.00		0.00			
E 12	KTVX	09/15/12	09/15/12	ABC4 News at 10pm SaCM Sa 10p-1030p		10p-1030p	-----S-	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		1				\$325.00		0.00			
E 13	KTVX	09/16/12	09/16/12	ABC4 News at 10pm SuCM Su 10p-1030p		10p-1030p	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1				\$500.00		0.00			
E 14	KTVX	09/10/12	09/10/12	Nightline M-F 1036p-1103p	CM	1036p-1103p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1				\$200.00		0.00			
N 15	KTVX	09/12/12	09/12/12	M-F 11p-1130p M-F 1103p-1133p	CM	1103p-1133p	--W----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--W----		1				\$175.00		0.00			
N 16	KTVX	09/10/12	09/10/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1				\$150.00		0.00			
N 17	KTVX	09/16/12	09/16/12	SUN ABC4 News @ 5p CM SUN ABC4 News @ 5p		5p-530p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1				\$175.00		0.00			
Totals														52	\$12,695.00